

Prius c

Compact brilliance.



TOYOTA

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Oh what a feeling!

There's a spirit that runs through Toyota. It's a feeling of achievement. It pushes us. Inspires us.

— It's what saw us mass produce the first hydrogen fuel cell cars, what will see us define the very future of movement. Our Japanese founders called it 'Kaizen,' but we simply call it 'continuous improvement.' A relentlessness to always move forward, never settle for good enough.

And here's the exciting part, this feeling of achievement is yours to experience. Life changing moments, just waiting to be told. Whether it's the thrill of experiencing the latest in technology, venturing somewhere completely new or simply spending more time with your family. That sense of achievement, whatever form it comes in, will be a feeling you never forget.

This is a journey for which we don't know the destination, but looking back at how far we've come, it's safe to say tomorrow looks exciting beyond imagination.

“

We are a group of passionate perfectionists who can't let well enough alone...

That's Toyota.

That's the spirit.

And that's our contribution to the world. We will be the best we can.

And we will help as many as we can to be the best they can...

— Eiji Toyoda

Style with purpose.

With its distinctive looks, efficient performance, world-class safety and the power of Hybrid Synergy Drive® (HSD), Prius c is the practical and stylish choice for city living.

The compact and sporty exterior features sculpted aero-corners and a rear spoiler to create a highly

efficient, dynamic airflow and help deliver low fuel consumption.¹ You'll find fog lamps up front and UV protectant glass windows and, on Prius c i-Tech® models, there are 15" alloy wheels and efficient LED headlamps with automatic leveling too.

With Hill-start Assist Control (HAC),² a tight turning circle and reversing camera, Prius c is perfect for tricky city streets. The sophisticated safety features include 7 SRS airbags and a front and side collision structure. Plus you'll have an Anti-lock Braking

System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist (BA)² to help get you where you are going safely. It's no wonder Prius c has been awarded the maximum 5-star ANCAP safety rating.

Toyota Genuine Accessories³ are also available so you can personalise your Prius c to suit both your life, and your style.

To find out more, go to:
toyota.com.au/prius-c



Front cover: Prius c i-Tech® model shown
This page: Prius c model shown accessorised with 15" alloy wheels (sold separately)



Prius ci-Tech® interior

Practical genius.

Step inside Prius c and discover a contemporary interior that exudes spaciousness and depth. The contoured front seats and clever design provide ample room for up to five people plus their gear.

The smart entry and start system lets you hop in and get going, even when the keys are still in your pocket or bag. The clever Multi Information Display (MID) clearly displays the average fuel consumption levels, outside temperature, cruising range and more.

For a small car, Prius c's audio system is big on sound. The 6-speaker audio system features a 6.1" colour touchscreen display for easy control, USB input for iPod⁴ or MP3⁵ player, plus voice recognition and Bluetooth^{®6} connectivity. All grades feature a handy reversing camera, plus satellite navigation⁷ with SUNA[™] traffic channel⁸ to help you avoid congestion with real-time traffic and road condition reports.

On the road, Hybrid Synergy Drive[®] offers three driving modes: 'Normal', 'ECO' for optimal fuel efficiency and 'EV' for low speeds and short distances.

With Prius c, smart style is always in fashion.



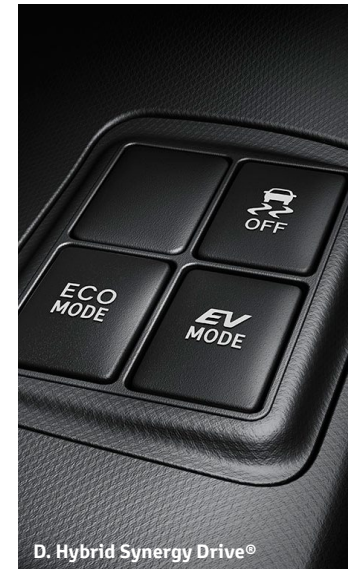
A. Split fold rear seat



B. Smart start engine button



C. Reversing camera



D. Hybrid Synergy Drive[®]

Prius c



Automatic climate control air conditioning



Continuously Variable Transmission

- 1.5 litre engine with Hybrid Synergy Drive®
- Continuously Variable Transmission
- 15" steel wheels
- Front fog lamps
- Premium steering wheel
- Automatic climate control air conditioning
- Smart entry and start system with central door locking
- Reversing camera
- 6.1" colour touchscreen display with Toyota Link⁹
- Satellite navigation⁷ with SUNA™ traffic channel⁸
- Audio system with 6 speakers and voice recognition
- Bluetooth®⁶ hands free connectivity
- 7 SRS airbags – including driver's knee airbag
- Electronic Brake-force Distribution, Anti-lock Braking System and Hill-start Assist Control



Premium steering wheel



15" steel wheels

Prius c i-Tech™



LED headlamps with automatic leveling



Premium seats and trim

In addition to Prius c, the i-Tech® features:

- 15" alloy wheels
- LED headlamps with automatic levelling
- Privacy glass
- Premium seats and trim



Smart keyless touch entry
– standard on both grades



15" alloy wheels

4 key benefits



Quietness.

The peaceful performance of the electric 'EV' mode, combined with the high-performance soundproofing materials throughout the engine and passenger compartments, delivers a uniquely tranquil driving experience.

Emissions.

By ensuring high-level fuel efficiency, Hybrid Synergy Drive® helps minimise the output of CO₂ and other harmful emissions. All of Toyota's hybrid vehicles are designed to comply with relevant global exhaust emissions regulations.

Fuel economy.

The aerodynamic styling of Toyota's hybrid vehicles, and clever pairing of an electric motor and robust petrol engine, deliver significant fuel economy. Each vehicle also provides ongoing feedback via its Multi Information Display, so you can actively evaluate and change the way you drive for even greater efficiency.

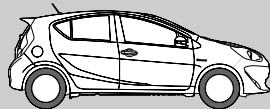
Power.

Hybrid Synergy Drive® combines the power of two energy sources to deliver powerful, smooth acceleration. Your vehicle can be powered by electricity, petrol, or a combination of both – and it's discreet and seamless.

How the hybrid system works.

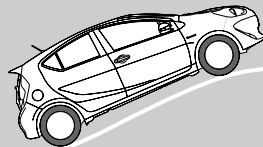
Starting off

The electric motor is used primarily and power stored in the battery is used to turn the motor.



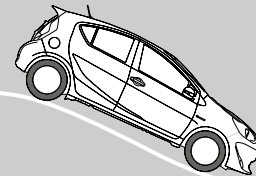
Full acceleration

Power is provided by the petrol engine in addition to the electric motor. Power output is maximised for acceleration.



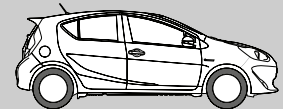
Deceleration

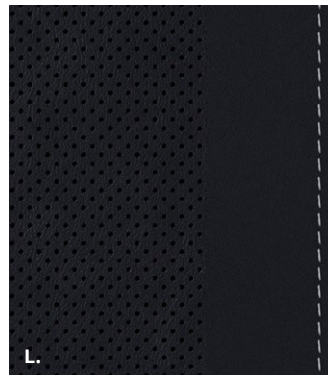
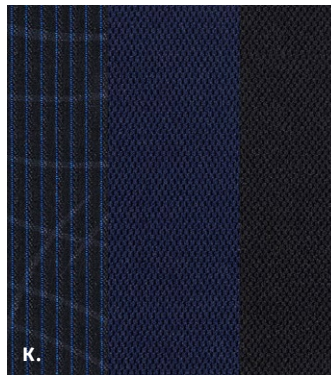
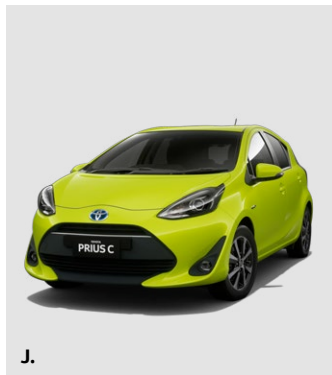
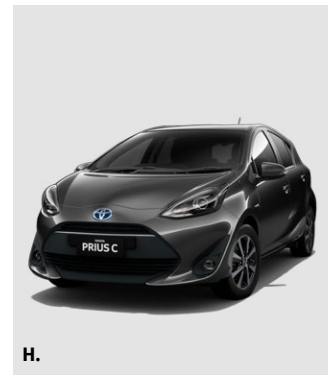
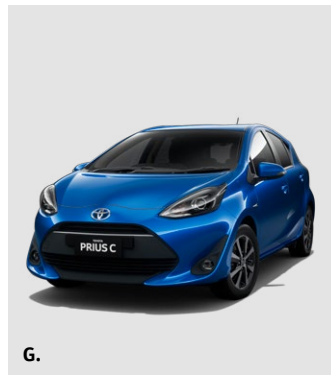
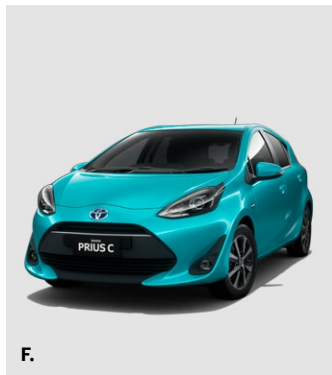
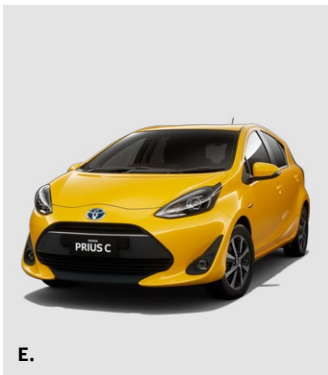
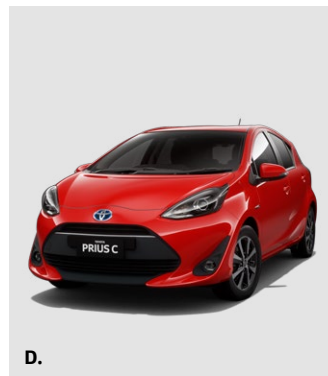
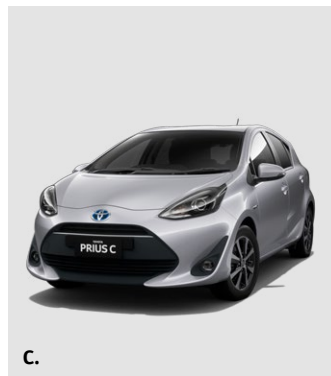
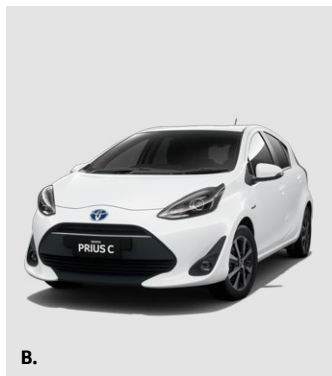
The electric motor functions as a generator during deceleration and braking. Regenerated energy is used to recharge the battery.



At rest

Braking to a stop at a traffic light, the petrol engine is cut off and the car is brought to a gentle stop. The system automatically avoids wasteful idling to conserve fuel and reduce CO₂ emissions.





Your model, your colour.

With two models and ten stylish colours to choose from, you can select the Prius c that perfectly suits your style and taste.

- A. **Glacier White** 040
- B. **White Mist**¹⁰ 082
- C. **Silver Pearl**¹⁰ 1F7
- D. **Cherry** 3P0
- E. **Hornet Yellow** 5A3
- F. **Aquamarine**¹⁰ 792
- G. **Tidal Blue**¹⁰ 8T7
- H. **Graphite**¹⁰ 1G3
- I. **Ink**¹⁰ 209
- J. **Zest**¹⁰ 588

- K. **Dark blue fabric** (FB82)
Prius c model only
- L. **Premium black trim** (LA22)
Prius c i-Tech[®] model only



The Toyota Advantage.

Every Toyota gives you a lifetime of advantages. That's what makes it a Toyota. You'll enjoy legendary Toyota value from the moment you drive away, and you'll continue to appreciate the quality, safety and innovation that's engineered into each model, every day you drive.

Discover the full range of products and services and find your nearest Dealer at toyota.com.au

A smarter way to buy.

Toyota Access puts you in complete control when buying a new car.¹¹ Drive out of the Dealership with a clear road ahead then drive back a few years later with more options at your disposal than ever before. Whatever stage you're at in life, Toyota Access puts you in the driver's seat with ongoing flexibility and assurance. To discover Toyota Access for yourself visit toyota.com.au/access

Capped price servicing¹²

A new Toyota means you don't have to worry about unexpected service costs. Every Toyota comes with a low, capped price service cost for a set number of years/kilometres. Pay the same low capped price from one eligible logbook service to the next for up to three years or 60,000km, whichever occurs first (including Genuine parts, labour and fluids). For the full benefits consult a Toyota Dealer or visit toyota.com.au/advantage

We've got your back.

Every new Toyota is built to exceptional standards, backed by a three year/100,000km¹³ warranty, giving you the peace of mind to feel confident for years to come. In the unlikely event that you need them, every Toyota Service Centre is committed to providing any warranty repairs you may need. They have the technology, the tools, and the skilled personnel to keep your Toyota in excellent condition.

Your battery goes further.¹⁴

The Hybrid battery used by Toyota, requires no

maintenance, charges automatically while you drive and never needs to be plugged into a power supply. The battery is disposable, recyclable and your Toyota Dealership can arrange recycling at no extra cost.

Finance to get you going.

If you need a little help, Toyota Finance¹⁵ can offer you a wide range of vehicle financing. With Toyota Finance, you'll have the peace of mind of dealing with one of Australia's leading vehicle finance corporations with over 30 years experience. And with a range of flexible products and services to suit almost every need and circumstance, Toyota Finance can help find the right package for you or your business.

Even more protection.

Our Comprehensive Motor Vehicle insurance policy is packed with great benefits including; agreed value cover, new vehicle replacement if your Toyota is written off within the first 3 years, Genuine Parts Promise and a Lifetime Repair Guarantee on repairs authorised by Toyota Insurance.¹⁶ And our Toyota Insurance Factory Approved Extended Warranty Insurance provides protection that continues after your Toyota New Vehicle Warranty ends.

Extend your peace of mind.

Whether it's a flat tyre, lost keys or a flat battery, Toyota Extra Care Roadside Assist is never more than a phone call away. Available 24 hours a day, seven days a week, every day of the year, you'll have peace of mind, whatever your emergency.¹⁷

Disclaimers and Notice.

- 1 Achieved in test conditions. Actual fuel consumption may vary depending on driving conditions/style, vehicle condition and options/accessories fitted.
- 2 Hill-start Assist Control (HAC) and Brake Assist (BA) are driver assist features only and not a substitute for safe driving practices. Driver remains responsible at all times for safe driving.
- 3 Toyota Genuine Accessories are not applicable to all models/grades. Ensure the mass of your load does not exceed the maximum allowable individual axle capacity, Gross Vehicle Mass and/or Gross Combined Mass of the vehicle. Refer to the current Accessories brochure or visit toyota.com.au for details on warranty and toyota.com.au/vehicle payload for details on vehicle payload, to help determine Accessories suitable for your vehicle. Accessory colours shown may vary from actual colour due to the printing process.
- 4 iPod® is a trademark of Apple, Inc. Not all devices will be compatible and functionality will vary depending on the device.
- 5 Not all devices will be compatible. Functionality varies depending on device.
- 6 The Bluetooth® word mark is owned by Bluetooth SIG, Inc. Not all devices will be compatible and functionality varies depending on the device.
- 7 Current navigation mapping database encompasses major capital and primary national road networks and offers some coverage in regional areas.
- 8 SUNA™ GPS Traffic Updates are only available in metropolitan Adelaide, Brisbane, Canberra, Gold Coast, Melbourne, Perth and Sydney; it operates from information provided by Intellematics Australia and may not cover all road incidents and congestion. See sunatrafic.com.au for details.
- 9 Toyota Link is available on certain vehicle models and grades only. Toyota Link services rely on data from the driver's compatible mobile phone and information provided by third parties. Availability is dependent on a number of factors, including the availability of third party information, mobile service, sufficient mobile data allowance and GPS satellite signal reception. Mobile usage is at the user's cost. Toyota Australia reserves the right to add, remove or modify applications. Compatibility with smartphones will vary according to model and operating system. Further information (including smartphone compatibility) is provided at www.toyota.com.au/toyotalink
- 10 Paint featured is an optional extra at additional cost.
- 11 Terms and Conditions, fees and charges apply. Toyota Access Guaranteed Future Value products are available to approved customers of Toyota Finance, a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.
- 12 Maximum payable for standard scheduled logbook servicing (normal operating conditions) until three years or 60,000km (whichever occurs first), up to the first six services. Excludes Government & Rental vehicles. Contact your Toyota Dealer or go to toyota.com.au/advantage for other exclusions, eligibility and full details.
- 13 New Vehicle Warranty expires three years from date of first delivery or 100,000km, whichever occurs first. Refer to the warranty conditions. The New Vehicle Warranty does not limit and may not necessarily exceed your rights under the Competition and Consumer Act 2010.
- 14 The Hybrid (HV) Battery Warranty expires 8 years from date of first delivery or 160,000kms, whichever occurs first. This warranty is comprised of the 3 year Toyota New Vehicle Warranty and an additional 5 year Toyota Australia Hybrid (HV) battery warranty. Refer to warranty conditions. This warranty does not limit and may not necessarily exceed your rights under the Competition and Consumer Act 2010.
- 15 Approved applicants only. Terms and conditions apply. Toyota Finance is a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.
- 16 Terms and conditions apply. This advice is general in nature and does not take into account your objectives, financial situation or needs. Before making a decision to purchase any of the insurance products you should consider the appropriateness of the advice taking into account your own objectives, financial situation and needs and refer to the current PDS for the relevant product available from participating Dealers, via our website at toyotainsurance.com.au or by calling 137 200. Toyota Insurance purchased in a dealership or via the Toyota Insurance National Customer Solutions Centre is issued by Toyota Finance Australia Limited (TFAL) ABN 48 002 435 181, AFSL and Australian Credit Licence 392536. The insurer is Aioi Nissay Dowa Insurance Company Australia Pty Ltd ABN 11 132 524 282, AFSL 443540 (Adica). If Toyota Insurance is purchased online, the issuer and insurer is Adica. Our warranty insurance policies do not change or take away your rights under the Australian Consumer Law. Your right to claim under our warranty insurance policies for the benefits covered are in addition to other rights and remedies you have under the law in relation to your vehicle. However, you can choose to make a claim under any of our warranty insurance policies even if you have rights under the law.
- 17 Toyota Extra Care Roadside Assist is administered by Toyota Finance, a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.

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